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STRATEGIES AGAINST FLU EMERGENCE

STRATEGIES AGAINST FLU EMERGENCE (SAFE)

MONITORING AND EVALUATION PLAN

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Strategies Against Flu Emergence (SAFE) Monitoring and Evaluation Plan

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I. SAFE BACKGROUND

The Strategies Against Flu Emergence (SAFE) project is a twenty-seven month program funded by the United States Agency for International Development (USAID). It was created to support USAID/Indonesia's Avian and Pandemic Influenza (API) Program and the Government of Indonesia's National Strategy for Avian Influenza Control and Preparedness for Human Pandemic Influenza. SAFE is implemented by Development Alternatives, Inc. (DAI) and Johns Hopkins University Center for Communication Programs. The goal of SAFE is to assist the Government of Indonesia and the private sector to strengthen their capacity in prevention and response to AI and other emerging pandemic threats. SAFE works with Indonesian central and local government institutions, the private sector, NGOs, service providers, community groups and other stakeholders to accomplish its program objectives.

SAFE has four objectives that support USAID's Program for Avian and Pandemic Influenza:

- Objective 1. *Strengthen and expand public private partnerships in high-risk districts to improve biosecurity and good farming practices in order to limit AI transmission among poultry;*
- Objective 2. *Promote behaviors that lower the risks of AI transmission among poultry and increase knowledge of signs, symptoms and risk factors for AI-related illness;*
- Objective 3. *Increase knowledge of signs/symptoms and risk factors for AI-related illness in people and promote behaviors that improve household level care-seeking in response to AI-related illness; and*
- Objective 4. *Facilitate coordination among partners by sharing information and hosting meetings.*

This revised and final PMP has been modified to reflect the following changes:

- significant budget cuts;
- new scope of work due to the de-scoping process that needed to be undertaken as a result of the budget cut, resulting in a delay in Year 2 workplan approval and implementation;
- new activities on hold as the new SOW was being negotiated;
- reduction in staffing and reorganization of staff responsibilities; and
- elimination of multiple inputs such as the number of teaching farms and markets, the PVUK/private sector model, upgrades to teaching farms, the grants Biosecurity Improvement Innovation Fund, strategic communication training, instructional video for use by GOI, radio drama series #2, and many others.

2. PERFORMANCE MONITORING SYSTEM

A performance monitoring system is necessary to collect and present data and results for program indicators in a timely and reliable manner. SAFE performance monitoring focuses on reporting progress of the SAFE program based on the indicators defined for the activities/inputs, outputs and outcomes. A proper monitoring system combines appropriate indicators, cost-effective data collection systems, rigorous analysis, and efficient reporting procedures to provide a representative picture of program performance and specific achievements. A robust Performance Monitoring Plan (PMP) with clear, simple, well-defined, and measurable outputs/outcomes (performance indicators) is the main tool for the tracking and reporting of each SAFE indicator.

The SAFE Performance Monitoring System consists of the following components:

1. Quantitative performance monitoring
2. Qualitative performance monitoring
3. Quality assurance
4. Reporting system
5. Partner collaboration in SAFE monitoring activities.

Each of these components is described in greater detail below.

2.1 QUANTITATIVE PERFORMANCE MONITORING

With quantitative methods, things are either measured or counted, or questions are asked according to a defined questionnaire so that the answers can be coded and analyzed numerically.

As can be seen from the indicators defined for the SAFE outcomes, outputs and inputs/activities, quantitative performance monitoring is required at all levels of the program results. SAFE quantitative performance monitoring activities range from the simple counting of inputs/activities, such as the number of training participants and the number of communication materials produced, to the more complex processes, such as surveys based on the use of questionnaires and sampling respondents – especially at the outcome level. These will be augmented by the use of intercept interview questionnaires, telephone interviews or face-to-face data collection.

With quantitative monitoring, SAFE program managers and staff will be able to determine the level of achievements or targets accomplished by the program and whether the program achieved the defined objectives.

2.2 QUALITATIVE PERFORMANCE MONITORING

Qualitative monitoring is a way of carrying out assessments that concern why and how certain activities were conducted or achievements made. Qualitative techniques such as observation, focus groups, and in-depth interviews will be used by SAFE to help understand:

- Whether activities are implemented well and accepted;
- Whether new activities are needed;

- Whether and how existing interventions and services are reaching target audiences; and
- If issues relating to content, program scope, coverage, or target audiences need to be re-examined.

Certain SAFE activities will involve qualitative monitoring or assessments. These include a range of activities related to training, from the preparation of training modules (e.g., to determine whether the modules promote trainees' active participation) to the results of the training. Meetings will be monitored to track the types of people that attend each meeting and whether they actively participate, since these issues can affect the quality of the decisions and results, and follow-up actions. For instance, if decisions at meetings are made by people who lack the authority to implement or support them, it is likely that these decisions will not be implemented. The type of meeting participants has therefore been included as an element of the relevant indicators (both qualitative and quantitative).

At the output level, observations made and photographs taken to capture the results of facility improvements at the poultry farms and live bird markets will be crucial to obtaining a more comprehensive picture that goes beyond the simple counting of how many facilities have been improved.

At the outcome level, SAFE qualitative performance monitoring will complement the quantitative performance monitoring. Outcome indicators for the SAFE program are outlined in the Results Framework. Measurement of these indicators will provide evidence that there is a causal relationship between SAFE activities and outcomes at a macro level, and that they contribute to USAID's objectives as captured in the USAID/Indonesia API Results Framework. Activities planned as part of the qualitative performance monitoring include site visits to capture SAFE success stories, focus group discussions, regular observation visits to farms and live bird markets, and observations of behavior changes that will relate SAFE activities to changes in AI/ILI-related behaviors.

SAFE success stories will be shared with USAID and domestic and international stakeholders. These stories will highlight the outcomes of SAFE interventions through the eyes of the beneficiaries. They will have a human-interest focus that shows the immediate results of SAFE activities in people's lives. The success stories will also form part of SAFE regular reporting in the Quarterly and Annual Progress Reports.

2.3 QUALITY ASSURANCE

Quality assurance on performance monitoring data is applied to both quantitative and qualitative performance monitoring. On the one hand, SAFE aims to involve local partners and stakeholders as far as possible in monitoring roles and responsibilities to ensure program ownership. On the other hand, quality assurance can be a significant challenge when it involves data produced by local partners. SAFE program staff and the M&E officer will conduct spot checks and carefully review data originating from partners to ensure its accuracy. Activities to support quality assurance include regular field visits and report reviews to ground-truth the accuracy of PMP quantitative and qualitative information. Field visits are conducted to observe and document general activities per component as well as per integrated activity. The M&E officer collaborates with the program staff to assess and adjust how program activities support the achievement of the targeted outcomes. Quality assurance is also implemented by reviewing activity reports and other documents.

Timely and reliable reporting systems are key tools in our PMP. As part of DAI management, SAFE uses TAMIS (Technical and Administrative Management Information System) as the database system to track progress in achieving the SAFE indicators. This tool is a cost-effective online management information system to collect data for project reporting and communications. TAMIS allows for real-time exchange of a wide range of information for collaboration, project planning, management reporting, and quality improvement. Importantly, it allows users in dispersed geographic locations to share the same set of data, allowing for greater management efficiency and transparency. This system is an integrated system that is not only used to monitor achievements; it is also an effective management and planning tool. Performance indicator data will be housed in the SAFE TAMIS and will provide a framework for defining the indicators, identifying the method of data collection, and reporting on the indicators on a quarterly basis. Much information will be available on a real-time basis, enabling SAFE to respond to USAID requests promptly and thoroughly. The M&E officer works closely with the SAFE program staff to provide regular training for all SAFE staff on data collection, quality assurance and validation, including working with TAMIS for the activities described above.

A package of PMP intake forms will be posted in the SAFE TAMIS and used by SAFE teams to input data on the SAFE indicators per reporting period. The data collected in the SAFE TAMIS will be used by the M&E officer to compile, analyze and present the data for each indicator in every reporting period. As part of the quality assurance mechanism, the M&E officer works closely with the technical and program staff to review the results of the analysis prior to posting the SAFE reports.

2.4 PARTNER COLLABORATION IN SAFE MONITORING ACTIVITY

Certain SAFE monitoring data collection will rely on records made by key stakeholders such as Sector 3 farms, technical service personnel who are controlled by Sector 1 companies, facilitators of program partner (PMI, Aisiyiah and Combine), the District Health Office and relevant *Puskesmas* (sub-district health centers), and the District Animal Husbandry Service. The data used from these entities will be either data available from their existing systems or data that are specifically recorded for SAFE project purposes, as a manifestation of their collaboration with SAFE. As far as possible, SAFE will endeavor to collect and record the monitoring data that are part of stakeholders' existing record-keeping systems, rather than impose an additional reporting burden on them.

SAFE will always conduct field monitoring visits together with relevant private sector or government staff and other relevant stakeholders. These joint visits are expected to enhance both coordination and knowledge sharing, ensuring mutual understanding of the program and its progress.

3. PERFORMANCE MONITORING PLAN

This document describes the twenty-seven month Performance Monitoring Plan for SAFE. It outlines how the document will be used and the logical flow of activities from lower level inputs to the higher level outcomes and results of the project. It includes 44 indicators each described in the Performance Indicator Reference Sheets.

3.1. PURPOSE

The SAFE Performance Monitoring Plan (PMP) is a performance management tool used to plan and manage the process of assessing and reporting progress towards achieving SAFE's program outputs, outcomes and overall results; and describes how performance data will be collected and used. The PMP informs SAFE's management decisions and provides data to monitor progress and apply mid-term corrections when needed. Specifically, the SAFE PMP serves to:

- ✓ Define specific performance indicators for each outcome, output and input, and set targets
- ✓ Plan and manage the data collection process to meet quality standards
- ✓ Incorporate relevant data collection requirements into project activities
- ✓ Plan potential related evaluative work to supplement indicator data
- ✓ Estimate costs related to data collection and plan how these will be financed
- ✓ Communicate expectations to partner institutions responsible for producing the outputs intended to cause measurable changes in performance.

3.2. HIERARCHY OF PERFORMANCE MONITORING PLAN

On pages 10 and 11 the PMP presents a three-tiered framework. The lowest level in green uses the Year 1 workplan activities as the foundation for overall project **inputs**. The successful completion of these inputs feeds into and supports the **outputs** of the project – an intermediate measurement of progress shown in blue. The successful attainment of the outputs supports the project's **outcomes**. The outcomes of the SAFE project, shown in peach, support the attainment of select USAID intermediate results and sub-goals and defined in the framework. These levels are described in more detail below:

Input activity-level indicators refer to indicators that provide useful data for ongoing monitoring of the project. These indicators generally provide more operational data than results-oriented data. For example, activity-level data can be used to manage and monitor staff and partner performance. These indicators are drawn primarily from the contract and work plan agreed upon by USAID and SAFE. Examples include advocacy, consultative and planning meetings; assessments and research; development of strategies, training methodologies, and materials; and the creation of communication and behavior changes activities and materials.

Output results-level indicators already show a change directly caused by the activities of the program, for example, increased knowledge due to training, intent to change behaviors because of grass roots and community activities as well as access to better information, a supportive and enabling environment at a live bird market because of policies enforced by the Dinas and live bird market manager.

Outcome results-level indicators refer to indicators of program results that can be reasonably attributable to SAFE's efforts. Attribution exists when the causal linkages between SAFE activities and measured results are clear and significant. These indicators measure performance against the outcome in the PMP framework and the overall SAFE objectives.

3.3. CRITICAL ASSUMPTIONS

Epidemiological Data. SAFE relies on FAO, MOA/CMU, WHO and MOH for epidemiological data and analysis to use as a foundation for the development of program activities and messaging. Access to data has been limited by the conservative approach to data sharing. SAFE will need greater access to profiling and case management studies to better ensure that the project's activities are evidence-based and that outputs and outcomes are attained.

Industry Data. SAFE works very closely with the poultry industry. Continued access to their management information systems and data at the farm level is critical to the collection of data under the PMP. Access to this data also impacts the success of the Commercial Farm Evaluation Study.

Low turnover for Teaching Farm. Poultry industry production relies on temporary arrangements and contracts between the Sector 1 and 2 firms (nucleus) and Sector 3 farms (plasma). These arrangements continue if both parties are in agreement. A common occurrence is switching of plasma among nucleus firms. While Teaching Farms were selected based on their long term relationship with their nucleus company, there is no guarantee that the farm will continue with the same nucleus throughout the life of the SAFE project. In the event a TF changes nucleus, SAFE will do all possible to follow the farm and re-engage the new nucleus company to ensure continuity of data collection and oversight.

Live Bird Market Sampling. The LBM Evaluation study will be conducted in collaboration with the CMU, local Dinas government, FAO and a diagnostic laboratory. CMU support, FAO training of market samplers, continued availability of the samplers, particularly those with the local government and continued CMU support are fundamental for the success of this study.

Funding. USAID funding for SAFE's program implementation and monitoring and evaluation efforts is critical for the attainment of the results contained in the PMP. In support of the program work, SAFE will also require this funding, as outlined in the budget, to support technical and programmatic STTAs.

3.4. INDICATOR CHARACTERISTICS

The development of the SAFE PMP indicators took into account the following characteristics of good performance indicators:

- *Direct:* An indicator should closely track the result it is intended to measure. When direct indicators cannot be used because of costs or other factors, a reasonable proxy indicator may be used.

- *Objective:* The indicators should be operationally precise and uni-dimensional. They should be unambiguous about what is being measured and what data are being collected.
- *Useful for Management:* Indicators should be useful for management purposes at relevant levels of decision making.
- *Practical:* An indicator is practical if data can be obtained in a timely way and at reasonable cost.
- *Attributable to the Program:* Performance indicators should measure change that is clearly and reasonably attributable, at least in part, to the efforts of SAFE and therefore USAID. That is, indicators should credibly reflect the actual performance of the SAFE Statement of Work.
- *Timely:* Performance data should be available when they are needed to make decisions.
- *Adequate:* Taken as a group, a performance indicator and its companion indicators should be the minimum indicators needed to ensure that progress toward the given results is sufficiently captured.

3.5. REVIEWING AND UPDATING PMP

The PMP will serve as a “living document” and as such will be reviewed at least annually and revised as necessary to ensure indicators are measuring the intended result and providing the information needed. It can also be updated as necessary to reflect changes in strategy and/or overall activities. PMP implementation is therefore not a one-time occurrence, but rather an ongoing process of review, revision, and re-implementation. When reviewing the PMP together with USAID, SAFE will consider several issues such as:

- ✓ Are the performance indicators measuring the intended result?
- ✓ Are the performance indicators providing the information needed?
- ✓ How can the PMP be improved?

If major changes are made to the PMP regarding indicators or data sources, then the rationale for adjustments will be documented. For changes in minor PMP elements, such as indicator definition or responsible individual, the PMP is updated to reflect the changes, but without the rationale.

3.6. SPECIAL EVALUATION STUDIES

Monitoring will be conducted on a regular basis AS SHOWN IN the section below. In addition, several quantitative and qualitative studies will be conducted to gauge the progress of the project. The most important ones are highlighted below

Commercial Farm Evaluation Study

SAFE will conduct an evaluation study in Year 2 to measure changes at the farm level attributable to the TF program. The changes that will be evaluated include:

- Changes in conditions (structural) that reduce the risk of AI and other poultry disease transmission. Examples are restricting access to farms through locks on gates, fenced areas and a pass over

system in place.

- ii. Changes in good farming and biosecurity practices that reduce the risk of poultry disease transmission. Examples include the use of a footwear exchange system and appropriate disposal of dead chickens.
- iii. Changes in the incidence of poultry mortality throughout production cycles.

These studies will be linked to the measurement of the following outcome and output indicators:

Outcome 1 “Improved biosecurity and good farming practices at sector 3 broiler farms” and Output 1.2 “Increased knowledge and understanding of biosecurity and good farming conditions among farmers and students.”

Live Bird Market Evaluation Study

The purpose of the LBM Study is to measure changes in the program-assisted LBMs as a result of the Healthy Market and Community Initiative Program. The changes that will be evaluated include:

- i. Changes in conditions that reduce the risk of AI and other poultry disease transmission. Examples include the creation of a zoning area, and access to waste bins and waste management.
- ii. Changes in biosecurity practices that reduce the risk of poultry disease transmission. Examples include appropriate disposal of poultry waste, cleaning of vendor stall areas, and appropriate apron usage. Changes in the presence of H5N1 AI at the vendor stall area.

Findings will support measurement of the following outcome and output indicators: Outcome 2 “Improved risk reduction practices within LBMs” and Output 2.3 “Cleaner physical facilities for poultry vendors in LBMs.”

Care-Seeking Assessment

SAFE will conduct a qualitative assessment in March 2013 through partners PMI, Aisiyiah and COMBINE in order to better understand targeted audience responses to program efforts aimed at improving healthcare-seeking practices.

The areas evaluated will include:

- i. Response to/acceptance of care-seeking messages disseminated through materials and community activities
- ii. Response to radio series
- iii. Appropriateness of channels of communication
- iv. Recommendations for future programming

Findings will support measurement of the following outcome and output indicators: Outcome 3. “increased knowledge of health care-seeking practices for AI/ILI-related illness” and Output 3.1 “Community members reached with key AI-ILI health care seeking messages.”

3.7. OVERALL PERFORMANCE MANAGEMENT TIMELINE

Activity	Year 1		Year 2			
	Q3	Q4	Q1	Q2	Q3	Q4
Baseline Collection						
Data Collection and Analysis						
PMP Reporting						
Commercial Farm Evaluation Study Report						
LBM Evaluation Study Report						
Care-Seeking Assessment						

3.8. PERFORMANCE INDICATOR REFERENCE SHEETS

For ease of reference and guidance for all parties involved in monitoring the measurement of SAFE program achievements, and in compliance with USAID rules on performance management, SAFE has developed a performance indicator reference sheet for each indicator, containing a detailed description of each indicator and providing guidance for the SAFE team. Each reference sheet contains information on the indicator, including the outcome or output or activity statement, the indicator statement and set target, a precise definition, the unit of measurement and disaggregation (as relevant), the data source, the data collection method, the plan for data analysis, review and reporting, and notes on the involvement of stakeholders.

Tracking the achievement of program indicators will consider the following aspects:

- a. **Definition of Performance Indicator:** Each performance indicator will provide a detailed definition of technical aspects related to the indicator. The precise definition will help the program managers to understand the indicator and will facilitate data collection, measuring and tracking the indicator achievement.
- b. **Data Source:** This is the entity from which the data are obtained. Specific information on the source of data collection is required and needs to be consistent over the life of the program to avoid misinterpretation.
- c. **Method of Data Collection:** This specifies the method or approach to data collection for each indicator. It also considers data disaggregation and techniques and instruments for acquiring the data over the life of the program.
- d. **Frequency and Schedule of Data Collection/Collation and Analysis:** The performance monitoring system must gather comparable data periodically to measure progress. The frequency of data collection and analysis will depend on the particular performance indicator. Data may be

collected only at the beginning and end of the program, or be collected annually, semi-annually or quarterly and synchronized with the reporting period. When planning the frequency and scheduling of data collection, important factors to consider include the program managers' need for timely information for program reporting and, more importantly, their need to make decisions on any changes that are necessary to ensure achievement of the related outputs or outcomes.

- e. **Responsibility for Acquiring Data:** To guarantee timely acquisition of data, a particular team member will be assigned responsibility for tracking the data collected for each indicator.
- f. **Data Reporting:** Reporting on progress towards the achievements under each indicator will follow the reporting mechanism for program implementation. According to the SAFE Statement of Work, the reporting mechanism for the performance indicators will be through Quarterly and Annual Progress Reports.

3.9. PERFORMANCE MONITORING BUDGET

DAI strives to use recent existing data – collected by government agencies and program partners – to control the costs of monitoring and evaluating results. Another element considered is the trade-off between cost and data quality. While SAFE has taken these into consideration and selected, in consultation with USAID, a monitoring and evaluation approach and indicators that are the most cost-effective, there is a dearth of real-time H5N1 AI data publicly available. There is no regularly structured data collection at the national level, such as the Demographic Health Surveys, access to ministry information is very limited and international partner data is incomplete due to agreements with the GOI. As a result, most of the indicators require primary data collection, quantitative evaluation studies, qualitative focus groups discussions and interviews, and KAP Surveys. In addition, two new studies were added to the SAFE deliverables, the Household Utilization Survey and the Clinician KAP. To collect this data, ensure quality control, and conduct analyses, additional human and financial costs are being incurred. Short-term technical assistance, both local and international, as well as outsourcing will complement and support the work of the Monitoring and Evaluation officer.

4. SAFE PMP FRAMEWORK AND PERFORMANCE INDICATOR REFERENCE SHEETS

SAFE Program Relationship with USAID Program API Result Framework

Overall USAID Goal: Reduced impact of H5N1 in Indonesia on animals and human and limit emergence of pandemic threat

Animal

Human

Sub-goals:

1. Refined knowledge about how H5N1 virus is circulating in poultry
2. Improved control of H5N1 in poultry

Sub-goals:

1. Strengthen early detection and treatment of H5N1 (and H1N1) in high risk areas
2. Minimized risk of H5N1 and H1N1 re-assortment

IR 1

Biosecurity & vaccination program at commercial poultry farms are improved and established

IR 1

Improved early recognition of signs and symptoms of H5N1-related illness at household/community levels

IR 2

Promoted health seeking behavior in communities in H5N1-related illness

IR 3

Effective management of H5N1-related illness at health facility level

SAFE

OUTCOME 1

IMPROVED BIOSECURITY AND GOOD FARMING PRACTICES AT SECTOR 3 BROILER FARMS IN HIGH-RISK AREAS

OUTCOME 2

IMPROVED RISK REDUCTION PRACTICES WITHIN LIVE BIRD MARKETS (LBM)

OUTCOME 3

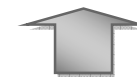
INCREASED KNOWLEDGE OF HEALTH CARE-SEEKING PRACTICES FOR AI/ILI-RELATED ILLNESS

OUTCOME 4

USE OF A/PI INFORMATION BY LOCAL AND INTERNATIONAL STAKEHOLDERS

4.1 OBJECTIVE 1. STRENGTHEN AND EXPAND PUBLIC PRIVATE PARTNERSHIPS TO IMPROVE GOOD FARMING PRACTICES AND LIMIT AI TRANSMISSION AMONG POULTRY

OUTCOME	I. IMPROVED BIOSECURITY AND GOOD FARMING PRACTICES AT SECTOR 3 BROILER FARMS IN HIGH-RISK AREAS
OUTCOME INDICATORS	I.i. # of farms adopting biosecurity and good farming practices at sector 3 broiler farms



OUTPUT	I.1 Sector 1 poultry companies and poultry shops encourage and support implementation of changes in biosecurity and good farming conditions at sector 3 broiler farms	I.2. Increased knowledge and understanding of biosecurity and good farming conditions among farmers and students
OUTPUT INDICATORS	I.1.i # of poultry industry Technical Services (TS) staff working with and contributing to SAFE Program	I.2.i # of farmers who self-financed changes in biosecurity and good farming conditions at their farm
	I.1.ii # of technical visits by TS and SAFE staff to TFs to support and monitor changes in biosecurity & GFP conditions	



INPUT PROGRAM ACTIVITIES	I.1.1. Continue to hold strategic consultative meetings with industry and academic stakeholders	I.2.1. Develop teaching farms
	I.1.2. Improved technical capacity of industry TS staff	I.2.2. Conduct farmer and student visits to the teaching farms I.2.3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices I.2.4. Produce and distribute educational and communication materials I.2.5. Develop and establish technical discussion group

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		meetings
INPUT INDICATORS	I.1.1.i # of strategic actions agreed upon to improve biosecurity and GFPs I.1.2.i % of TS that score higher on the training pre and post test	I.2.1.i # of TFs developed I.2.2.i # of visits to TFs by farmers and students. I.2.3.i # of visits to farms by TS and SAFE staff to provide TA I.2.4.i # and type of educational and communication material developed and distributed, and communication used for TF and educational institutions I.2.5.i # of technical discussion group meetings

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PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTCOME 1:Improved biosecurity and good farming practices at sector 3 broiler farms in high risk areas										
I.i # of farms adopting biosecurity and good farming practices at sector 3 broiler farms	50	Definition: Total Sector 3 broiler farms that score at least 60 out of 100 points on a weighted survey. Unit: #	TS and SAFE reports	Review to TS staff records & SAFE trip report	Weekly	SAFE Objective I Team	Yes	Year 2	SAFE M&E Officer	The target is scaled back from original Y3 target to reflect 65.5% funding cut and shorter life of project. SAFE staff will conduct spot check to verify data.
Involvement of Stakeholders: Records by TS staff is essential.										

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PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 1.1: Sector 1 poultry companies and poultry shops encourage and support implementation of changes in biosecurity and good farming conditions at sector 3 broiler farms										
1.1.i # of poultry industry TS staff, working with and contributing to SAFE Program.	25	Definition: Number of Sector 1 and poultry shop TS staff transferring their knowledge and supervising targeted farm, biosecurity and GFP changes at farms Unit: Number	SAFE reports/ records	Review of reports and records	Weekly	SAFE Objective 1 Team	Yes	Annual	SAFE M&E Officer	
1.1.ii # of technical visits by TS and SAFE staff to TFs to support and monitor changes in biosecurity and GFP conditions.	600	Definition: Number of technical visits by TS and SAFE staff to TFs to provide direction and support on biosecurity & GFP changes Unit: Number	SAFE and TS staff reports	Review of reports and records	Weekly	SAFE Objective 1 Team	Yes	Annual	SAFE M&E Officer	TS and SAFE staff will motivate and assist farms.
Involvement of Stakeholders: All supports will be incorporated into the regular TS staff's scope of work										

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PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 1.2: Increased knowledge and understanding of biosecurity and good farming conditions among farmers and students										
1.2.i # of farms who self-financed changes in biosecurity and good farming conditions	300	Definition: Number of Sector 3 farms that self-financed changes in biosecurity and good farming conditions Unit: Number	SAFE and TS reports	Review of reports and records	Monthly	SAFE Objective I Team	Yes	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: Availability of farmers and willingness of TS staff to collect the data										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 1.1.1. Continue to hold strategic consultative meetings with industry and academic stakeholders										
1.1.1.i # of strategic actions agreed upon to improve biosecurity &	10	Definition: Number of actions agreed to by industry and academic stakeholders such as TF model, in kind and financial contributions, and provisions of technical assistance Unit: Number	SAFE Records/ Reports	SAFE Trip Report and Records	Quarterly	SAFE Objective 1 Team	Yes	Annual	SAFE M&E Officer	Data will be disaggregated most will be agreements made in Year 1.
INPUT 1.1.2. Improved technical capacity of industry TS staff										
1.1.2.i % of TS staff that score higher on the training pre and post test	70%	Definition: Percentage of TS staff that improve their score on the training pre and post-test Unit: Percentage	SAFE Records/ Reports	Direct review of reports/ records	Once	SAFE Objective 1 Team	Yes	Once	SAFE M&E Officer	
Involvement of Stakeholders: Availability of industry stakeholders will be essential.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 1.2.1 Develop teaching farms										
1.2.1.i # of TFs developed	12	Definition: Number of TFs developed Unit: Number	SAFE report	Direct review to SAFE report	once	SAFE Objective I team	Yes	Annual	SAFE M & E Officer	

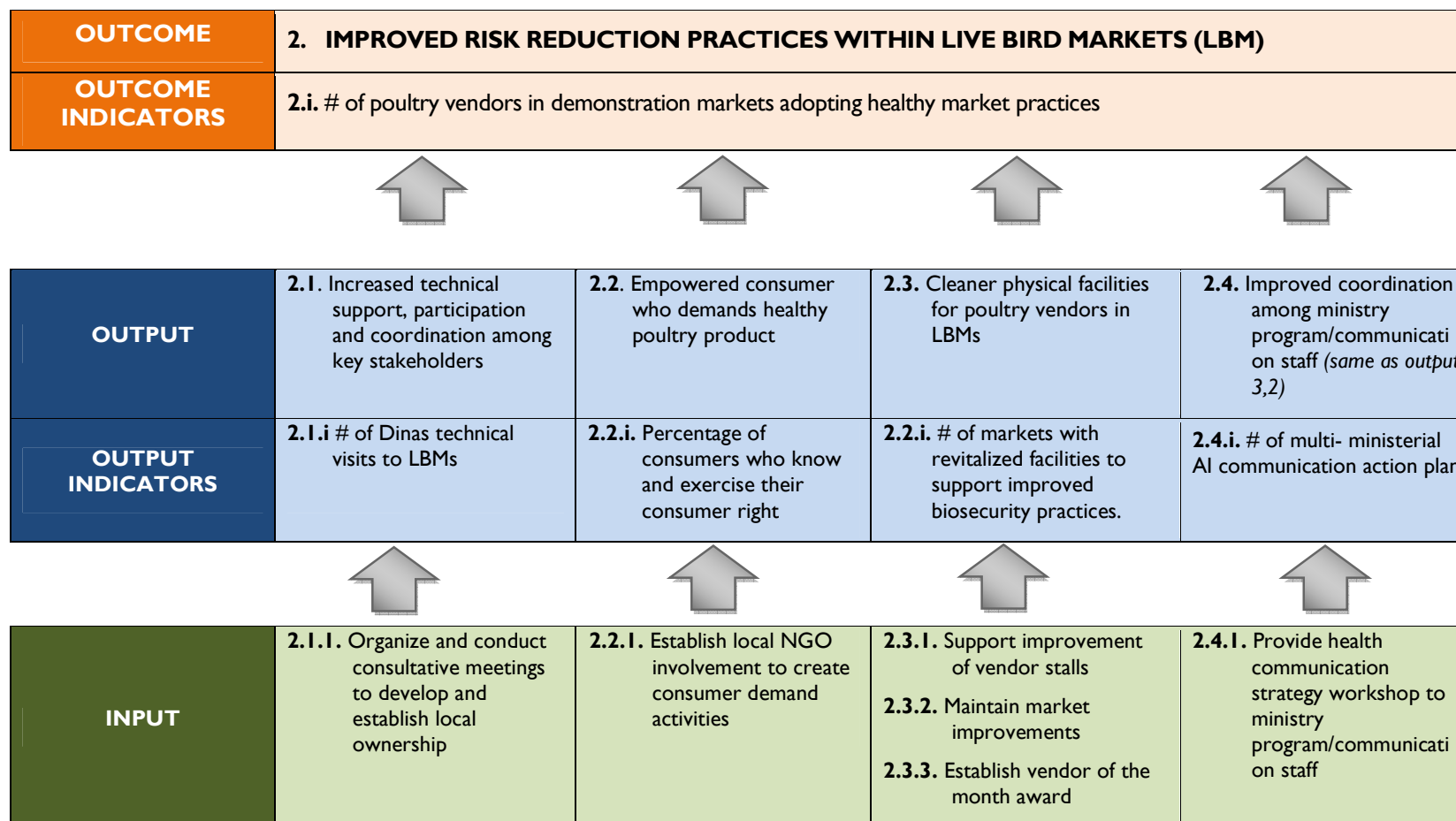
SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 1.2.2. Farmer and student visits to the teaching farms										
1.2.2.i # of visits to TFs	1000	Definition: Number of Sector 3 broiler farmers and students who visited TFs Unit: Number	TF and SAFE Records/ Reports	Direct review of reports/ records in TAMIS	Quarterly	SAFE Objective I Team	Yes	Annual	SAFE M&E Officer	Approximately 500 sector 3 broiler farmers & 500 students
Involvement of Stakeholders : Continued willingness of TFs to accept the visitors										
INPUT 1.2.3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices										
1.2.3.i # of sector 3 broiler farms that receive technical assistance to make changes	400	Definition: Total number of sector 3 broiler farms that receive technical assistance from TS and/or SAFE staff either 1:1 or via SMS. Unit: Number	SAFE and TS report	Direct review of report	Quarterly	SAFE Objective I Team	Yes	Annual	SAFE M&E Officer	Approximately 300 will receive 1:1 TA, 100 will receive TA via SMS only

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 1.2.4. Produce and distribute educational and communication materials										
1.2.4.i # and type of educational material developed and distributed, and communication used for TF and educational institutions	6070 materials and 18,800 SMS	Definition: Number and types (by category) of educational materials developed and used by target audiences	SAFE Records/ Reports	Direct review of reports/ records	Monthly	SAFE Objective I Team	Yes	Year 2	SAFE M&E Officer	200 TF displays 120 posters 5600 booklets 150 videos 18,800 SMS (2800 sent by Satu Dunia over 6 weeks & 16,000 by SAFE over 40 weeks)
INPUT 1.2.5. Develop and establish technical discussion group meetings										
1.2.5.i # of technical discussion group meetings	20	Definition: Number of technical discussion group meetings with TS staff and farmers	SAFE records/re ports	Direct review of reports/ records	Quarterly	SAFE Objective I Team	Yes	Annual	SAFE M&E Officer	
Involvement of Stakeholders: TS personnel are essential in the transfer of knowledge process.										

4.2 OBJECTIVE 2: PROMOTE BEHAVIORS THAT LOWER THE RISKS OF AI TRANSMISSION AMONG POULTRY AND INCREASE KNOWLEDGE OF SIGNS, SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESS



SAFE Monitoring and Evaluation Plan

		2.5.1. Conduct trainings to support healthy market implementation and consumer demand generation 2.5.2. Air radio serial drama 2.5.3. Develop targeted communication tools to support changes in LBMs		
INPUT INDICATORS	2.1.1.i. # of provincial and district government consultation meetings conducted	2.2.1.i. # and type of consumer demand activities	2.3.1.i. # of vendor stall improved 2.3.2.i. # of maintenance plan developed 2.3.2.ii. # of market level activities implemented on a regular basis 2.3.3.i. # of awards	2.4.1.i. # of ministry program/communication staff that participate in the health communication strategy workshop
		2.5.1.i. # and type of trainings conducted 2.5.2.i. # radio stations airing radio drama series & talk show 2.5.3.i # and type of communication tools developed		

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTCOME 2: Improved risk reduction practices within live bird markets (LBMs)										
2.i # of poultry vendors in demonstration markets adopting healthy market practices	800 in 20 demo markets	Definition: Number of market vendors with improved stalls in 20 demonstration markets Unit: Number	SAFE report	Observation & Interview	Quarterly	SAFE Objective 2 team	Yes	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: LBMs can provide records/documentation of the healthy market initiative results.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 2.1: Increased technical and financial support, participation and coordination among key stakeholders										
2.1.i # of Dinas technical visits to LBMs	80	Definition: Number of technical visits conducted by Dinas (Local Government) to assist with LBMs Unit: Number	SAFE report	Direct review	Quarterly	SAFE objective 2	Yes	Annual	SAFE M&E Officer	Dinas related to markets are Trade and Industry Office, Animal Husbandry Office, Health Office, Cleanliness Office
Involvement of Stakeholders: LBMs assisted by field facilitator will be asked to keep records of Dinas technical visits.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 2.2: Empowered consumer who demands healthy poultry product										
2.2.i Percentage of consumers who know and exercise their consumer right	60% out of total sample	Definition: Percentage of survey respondents from target audience who have knowledge on healthy poultry product and ask for clean poultry stall and healthy product Unit: %	SAFE report	Survey	Year 2	SAFE objective 2 team	No	Year 2	M & E officer	
Involvement of Stakeholders: Consumer willingness to participate in survey is critical.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 2.3: Cleaner physical facilities for poultry vendors in LBMs										
2.3.i # of markets with revitalized facilities to support improved biosecurity practices	20	Definition: Number of markets with improved facilities Unit: Number	SAFE	Report	Quarterly	SAFE Objective 2 Team	Yes	Annual	SAFE M&E Officer	
Involvement of Stakeholders: Market manager support and market vendor participation is critical to reaching output.										

OUTPUT 2.4: Improved coordination among ministry program/communication staff										
2.4.i # of multi-ministerial AI communication action plan	1	Definition: Number of multi-ministerial AI communication action plan Unit: Number	SAFE report	Direct review to reports	Once	SAFE Objective 2 Team	Yes	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: Participants involved in developing an AI communication action plan include MOA and MOH (national and province), Ministry of Information and Communication and Ministry of internal affair										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.1.1. Organize and conduct consultative meetings to develop and establish local ownership										
2.1.1.i # of provincial and district government consultation meetings conducted	50	Definition: Number of consultation meetings conducted by SAFE to consult and update provincial and district government officials Unit: Number	SAFE report	Direct review to SAFE records	Quarterly	SAFE Objective 2 Team	Yes	Annual	SAFE M&E Officer	
Involvement of Stakeholders: Staff from MOA, MOH, Ministry of Trade and Industry, PMI and other stakeholders will be consulted.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.2.1. Establish local NGO involvement to create consumer demand creation activities										
2.2.1.i # and type of consumer demand activities	100	Definition: The count of activities at LBMs and communities related to increasing consumer demand for healthy poultry products at the LBMs Unit: Number	SAFE Report	Staff input data into TAMIS	Quarterly	SAFE Objective 2 Team	Yes	Year 2	SAFE M&E Officer	Examples: - Quran reading in community - Consumer outreach - Consumer visits to market
Involvement of Stakeholders: Organizations that have chapters or networks at district level (Aisiyyah and PMI) are the implementing partners.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.3.1. Support improvement of vendor stalls										
2.3.1.i # vendor stalls improved	450	Definition: Number of vendor stalls improved Unit: Number	Partner and SAFE report	Direct review	Quarterly	SAFE Objective 2 Team	Yes	Annual	SAFE M&E Officer	
INPUT 2.3.2. Maintain market improvements										
2.3.2.i # of maintenance plan developed	20	Definition: Number of maintenance plan developed	Partner and SAFE report	Direct review	Once	SAFE Objective 2 Team	Yes	Year 2	SAFE M&E Officer	
2.3.2.ii # of market level activities implemented on a regular basis	120	Definition: The count of market level activities that are implemented by grant recipients and civil society partners Unit: Number	Partner and SAFE report	Direct review	Quarterly	SAFE Objective 2 Team	Yes	Annual	SAFE M&E Officer	Examples: -PRA in market -Cleaning day -Market event
Involvement of Stakeholders: Participation of market managers and poultry vendors will be essential.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.3.3. Establish vendor of the month										
2.3.3.i # of awards	40	Definition: Number of awards given to poultry vendors Unit: Number	Partner and SAFE report	Direct review	Quarterly	SAFE Objective 2 Team	Yes	Year 2	SAFE M&E Officer	

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.4.1. Provide health communication strategy workshop to ministry program/communication staff										
2.4.1.i. # of ministry program/commu- nication staff that participate in the health communication strategy workshop	20	Definition: The count of # of ministry program/commu- cation staff that participate in the health communication strategy workshop Unit: Number	SAFE report	Direct review	Once	SAFE Objective 2 Team	Yes	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: Workshop participants include MOA and MOH (national and province) and other related government office (Ministry of Information and Communication, Ministry of internal affair,										

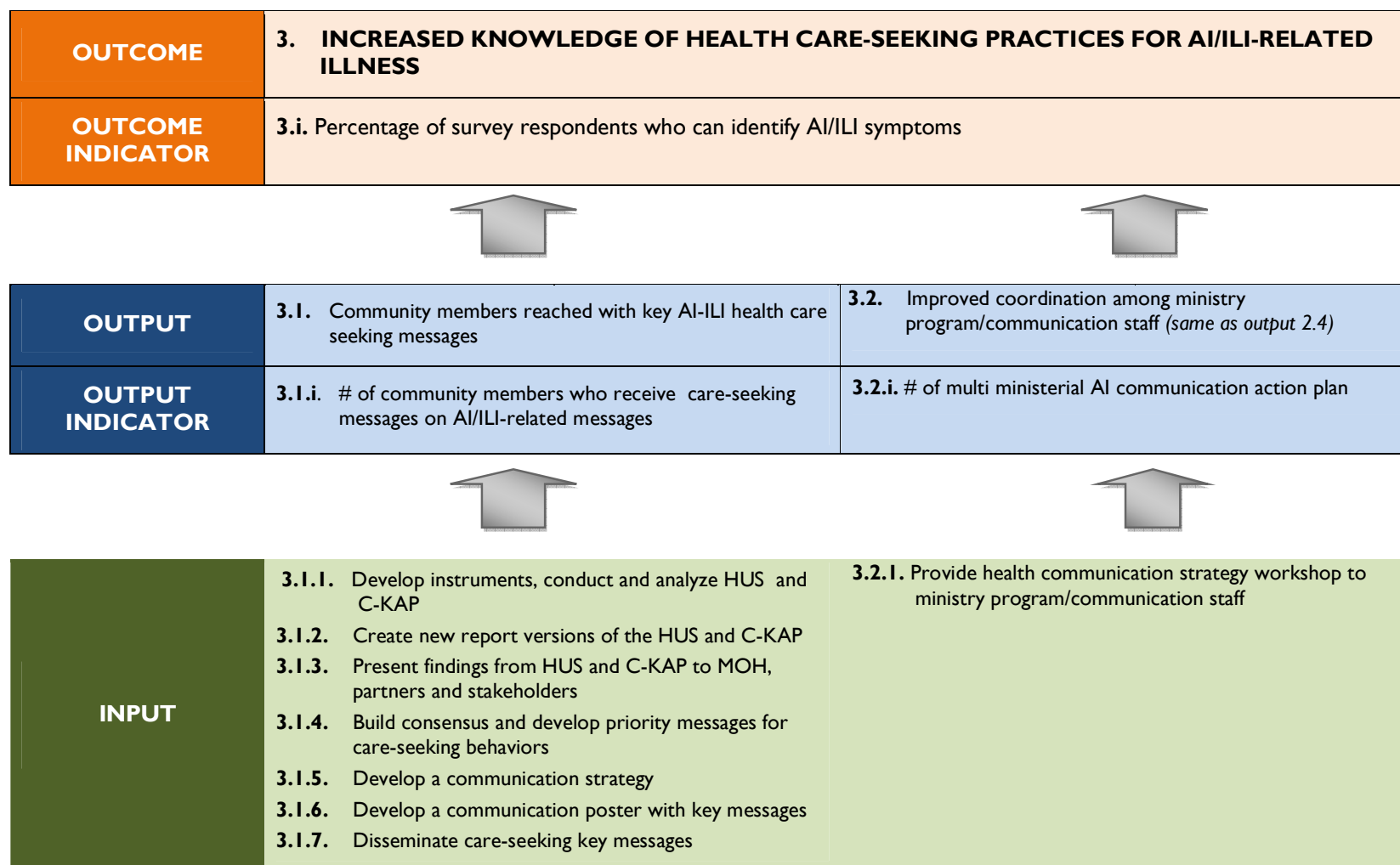
SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 2.5.1 Conduct trainings to support healthy market implementation and consumer demand generation										
2.5.1. i # and type of trainings/ workshops conducted	28	Definition: Number and type of trainings/workshops conducted for SAFE partners, related Dinas, facilitators, market managers, and vendors Unit: Number	Partner and SAFE records	Staff input data into TAMIS	Quarterly	SAFE Objective 2 Team	Yes	Annual	SAFE M&E Officer	
INPUT 2.5.2. Air radio serial drama										
2.5.2.i # radio stations airing radio serial drama	10	Definition: Number of radio stations airing radio serial drama Unit: Number	Partner and SAFE records	Direct review	Quarterly	SAFE Objective 2 team	Yes	Year 2	SAFE M&E Officer	

INPUT 2.5.3. Develop targeted communication tools to support changes in LBM

2.5.3.i # and type of communication tools developed	33	Definition: The count and types (by category) of IEC material developed Unit: Number	SAFE records	Staff input data into TAMIS	Quarterly	SAFE	Yes	Year 2	SAFE M&E Officer	10 posters, 9 flyers, 1 banner, 1 radio drama serial, 1 calendar, 5 adlibs, 1 flipchart 1 recipe brochure 1 pictorial card 1 jingles 2 preaching materials
Involvement of Stakeholders: Partners also develop additional communication materials										

4.3 OBJECTIVE 3: INCREASE KNOWLEDGE OF SIGNS/SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESS IN PEOPLE AND PROMOTE BEHAVIORS THAT IMPROVE HOUSEHOLD-LEVEL CARE-SEEKING IN RESPONSE TO AI-RELATED ILLNESS



INPUT INDICATOR	3.1.1.i. # and type of HUS and C-KAP reports 3.1.2.i. # of new report versions of HUS and C-KAP 3.1.3.i. # of presentation conducted 3.1.4.i. # and type of key messages agreed upon by stakeholders (MOH/WHO) 3.1.5.i. # of communication strategies developed 3.1.6.i. # of communication posters produced 3.1.7.i. # of communication channels used to deliver the messages	3.2.1.i. # of ministry program/communication staff that participate in the health communication strategy workshop

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTCOME 3: Increased knowledge of health care-seeking practices for AI/ILI-related illness										
3.i Percentage of survey respondents who can identify AI/ILI symptoms	60% out of total sample	Definition: Percentage of survey respondents from target audience who can identify AI/ILI symptoms	SAFE reports	Survey	Once	SAFE Objective 3 Team	No	Year 2	SAFE M&E Officer	

		Unit: %								
Involvement of Stakeholders: Data collection will be conducted by partners										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 3.1: Community members reached with key health care seeking messages										
3.1.i # of community members who receive care-seeking messages on AI/ILI-related messages	200	Definition: Number of community members who receive care-seeking messages on AI/ILI-related messages Unit: Number	Partners and SAFE reports	Review of reports and records	Quarterly	SAFE Objective 3 Team	No	Year 2	SAFE M&E Officer	SAFE team members will also monitor and supervise.
Involvement of Stakeholders: Partners will record number of people receive care-seeking messages on AI/ILI										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 3.2. Improved coordination among ministry program/communication staff										
3.2.i # of multi ministerial AI communication action plan	I	Definition: Number multi ministerial AI communication action plan Unit: Number	SAFE reports	Review of reports and records	Once	SAFE Objective 3Team	Yes	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: Participants involved in developing AI communication action plan included MOA and MOH (national and province) ,Ministry of Information and Communication and Ministry of internal affair										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 3.1.1. Develop instruments, conduct and analyze HUS and C-KAP										
3.1.1.i # and type of HUS and C-KAP reports	2	Definition: Number and type of report documents developed Unit: Number	SAFE report	Survey	Once	PPK UI	No	Year 2	SAFE M&E Officer	
INPUT 3.1.2. Create new versions of HUS and C-KAP reports										
3.1.2.i # of new report versions of HUS and C-KAP	2	Definition : Number of condensed versions of HUS and C-KAP reports Unit: Number	SAFE Report	Survey	Once	SAFE M&E officer	No	Year 2	SAFE M&E Officer	
INPUT 3.1.3. Present findings from HUS and C-KAP to MOH, partners and stakeholders										
3.1.3.i # of HUS and C-KAP finding presentations conducted	4	Definition: # of HUS and C-KAP finding presentations given to MOH and other stakeholders Unit: Number	SAFE Report	Direct review	Once	SAFE M&E Officer	No	Year 2	SAFE M&E Officer	

INPUT 3.1.4. Build consensus and develop priority messages for care-seeking behaviors

3.1.4.i # and type of key messages agreed upon by stakeholders	3	Definition: Number and type of key messages agreed upon by stakeholders (MOH/WHO)	SAFE Report	Direct review	Once	SAFE Objective 3 team	No	Year 2	SAFE M&E Officer	
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Involvement of Stakeholders: WHO and MOH provide input on key messages recommended by SAFE

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 3.1.5. Develop a communication strategy										
3.1.5.i # of communication strategies developed	I	Definition: Number of communication strategies developed Unit: Number	SAFE report	Direct review	Once	SAFE Objective 3 Team	No	Year 2	SAFE M&E Officer	
INPUT 3.1.6. Develop a communication poster with key messages										
3.1.6.i # of communication posters developed	I	Definition: Number of communication posters developed Unit: Number	SAFE report	Direct review	Once	SAFE Objective 3 Team	No	Year 2	SAFE M&E Officer	
Involvement of Stakeholders: Poster development will be consulted with zoonosis unit under MOH										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 3.1.7. Disseminate care-seeking key messages										
3.1.7.i # of communication channels used to deliver the messages	4	Definition: The count of communication channels used to deliver the care-seeking messages Unit: Number	SAFE records	Direct review	Quarterly	SAFE	Yes	Year 2	SAFE M&E Officer	

4.4 OBJECTIVE 4: FACILITATE COORDINATION AMONG PARTNERS BY SHARING INFORMATION AND HOSTING MEETINGS

OUTCOME	4. USE OF A/PI INFORMATION BY LOCAL AND INTERNATIONAL STAKEHOLDERS
OUTCOME INDICATORS	4.i # of unique visitors on the A/PI Indonesia Knowledge for Health site of Johns Hopkins University



OUTPUT	4.1. Access to A/PI information by local and international stakeholders	4.2. Improved access to updated best practices knowledge by local MOA and MOH stakeholders
OUTPUT INDICATORS	4.1.i. # of documents uploaded to the site by Indonesian partners and SAFE staff	4.2.i. # and type of subject matter accessed by partners attending conferences, workshops and meetings



INPUTS	4.1.1. Document/highlight SAFE activities 4.1.2. Develop, produce and disseminate information series 4.1.3. Upload A/PI stakeholder information onto K4H website 4.1.4. Organize and host monthly COP meetings 4.1.5. Hold informal end-of-project forum (s)	4.2.1. Support project-related domestic and international travel for Indonesian government counterparts or other parties
INPUT INDICATORS	4.1.1.i # of SAFE “program highlight” documents created 4.1.2.i # of information series documents developed 4.1.3.i # A/PI information documents uploaded 4.1.4.i # of COP meetings conducted 4.1.5.i # of informal forums held	4.2.1.i # of persons who participate in SAFE-funded domestic or international conferences, workshops and meetings

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTCOME 4: Use of A/PI information by local and international stakeholders										
4.i # of unique visitor on the A/PI Indonesia Knowledge for Health site	2000	Definition: Number of unique local and international visitors on A/PI Indonesia internet Unit: Number	SAFE	Tracking of A/PI Indonesia site	Quarterly	SAFE M&E Officer	Yes	Annual	SAFE M&E Officer	Site is hosted by JHU Knowledge for Health Project.
Involvement of Stakeholders: Stakeholders will be local users of the A/PI Indonesia site.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 4.1: Access to A/PI information by local and international stakeholders										
4.1.i # of documents uploaded to the site by Indonesian partners and SAFE staff	75	Definition: Number of documents uploaded to the site by Indonesian partners and SAFE staff to share knowledge on health issues Unit: Number	SAFE	Tracking of A/PI Indonesia site	Quarterly	SAFE M&E Officer	Yes	Annual	SAFE M&E Officer	
Involvement of Stakeholders: Stakeholders will be responsible for uploading documents										

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PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
OUTPUT 4.2: Improved access to updated best practices knowledge by local MOA and MOH stakeholders										
4.2.i # and type of subject matter accessed by partners attending conferences, workshops and meetings	5	Definition: The count of each type of subject matter covered by a technical conference, workshop and meeting attended by SAFE-funded professionals Unit: Number	Conferen-ces, work-shops and meeting agenda	Review of agendas	Ongoing	SAFE M&E Officer	Yes	Annual	SAFE M&E Officer	This output will be limited because attendance at conferences and workshops was discontinued early in Year 2 because of funding cuts
Involvement of Stakeholders: Local stakeholders will be funded to attend domestic and international conferences, seminars and meetings.										

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 4.1.1. Document/highlight SAFE activities										
4.1.1.i # of SAFE “program highlight” documents created	3	Definition: Number of SAFE “program highlight” documents created Unit: Number	SAFE	SAFE will write up program highlights	Ongoing	SAFE M&E Officer	Yes	Year 2	SAFE M&E Officer	
INPUT 4.1.2. Develop, produce and disseminate information series										
4.1.2.i # of information series documents developed	5	Definition: Number of information series documents developed Unit: Number	SAFE	Review results, program implementation and evaluations	Ongoing	SAFE M&E Officer	Yes	Year 2	SAFE M&E Officer	
INPUT 4.1.3. Upload A/PI stakeholder information onto K4H website										
4.1.3.i # A/PI information documents uploaded	75	Definition: Number of A/PI information documents uploaded Unit: Number	SAFE	Tracking of information uploaded	Quarterly	SAFE M&E Officer	Yes	Year 2	SAFE M&E Officer	SAFE will begin by uploading stakeholder documents

INPUT 4.1.4. Organize and host monthly COP meetings

4.1.4.i # of monthly meetings conducted	33	Definition: The count of monthly meetings Unit: Number	SAFE reports	SAFE will use calendar entries to track COP meetings	Monthly	SAFE M&E Officer	Yes	Annual	SAFE M&E Officer	
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Involvement of Stakeholders: Stakeholders participate in monthly COP meetings.

INPUT 4.1.5. Hold informal end-of-project forum (s)

4.1.5.i # of informal forums held	1	Definition: Number of informal forums held with stakeholders at the end of the project Unit: Number	SAFE reports	Direct review	Once	SAFE M&E Officer	Yes	Year 2	SAFE M&E Officer	
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Involvement of Stakeholders: Stakeholders and partners will participate in this meeting

SAFE Monitoring and Evaluation Plan

PERFORMANCE INDICATOR	TARGET	INDICATOR DEFINITION AND UNIT OF MEASUREMENT	DATA SOURCE	METHOD/ APPROACH OF DATA COLLECTION	DATA COLLECTION, VALIDATION AND ANALYSIS		DATA REGULARLY AVAILABLE AT PROJECT	REPORTING		REMARKS
					SCHEDULE/ FREQUENCY	RESPONSIBLE PARTY		SCHEDULE BY REPORT	RESPONSIBLE PARTY	
INPUT 4.2.1. Support project-related domestic and international travel for Indonesian government counterparts or other parties										
4.2.1.i # of persons who participate in SAFE funded domestic or international conferences, workshops and meetings	5	Definition: Number of persons funded by SAFE to attend domestic or international conferences, workshops and meetings Unit: Number	SAFE invoice reports	SAFE finance team will keep a list of persons funded by SAFE to attend conferences, workshops and meetings	Ongoing	SAFE Finance Team	Yes	Annual	SAFE Finance Team	This activity was discontinued early in Year 2 because of funding cuts
Involvement of Stakeholders: Local stakeholders will be funded to attend domestic and international conferences, workshops and meetings.										

5. EVALUATION STUDIES

SAFE will conduct several evaluations during the life of the project. Two of these evaluations are summarized below, namely 1) Commercial Farm Evaluation Study, and 2) Live Bird Market Study: Surveillance of Live Bird Markets. These proposed evaluation studies will be designed to provide evidence-based information on the outcomes and effectiveness of implementing changes in biosecurity conditions and practices at Sector 3 farms and live bird markets in West Java and Banten provinces.

The summaries below include information on methodology, participants, content of data collection forms and/or questionnaires that will be used, timeline, staff and partner activities and responsibilities, analysis of data, and technical report. SAFE will use a combination of inputs to develop the study design, conduct the studies, analyze the data and develop the technical report. These inputs will come from SAFE and DAI staff, STTAs, subcontractors, and local and international partners such as the GOI and FAO.

5.1. COMMERCIAL FARM EVALUATION STUDY

5.1.1. BACKGROUND

SAFE will reduce the risk of AI and other influenzas in animals and humans by changing the way people understand, behave toward, and respond to transmission risks. SAFE has four objectives. This study focuses on Objective # 1: Strengthen and Expand Public Private Partnerships to Improve Good Farming Practices and Limit AI Transmission among Poultry.

At the heart of SAFE's strategy to achieve Objective 1 is the Teaching Farm Program. SAFE is using the Teaching Farm as a teaching methodology based on numerous discussions with Sector 1 and 2 senior members of the poultry industry and field Technical Discussion Groups composed of Technical Service staff and Sector 3 farmers. There was a clear and strong preference to have Sector 3 farmers "see" the biosecurity conditions and behaviors related to good farming and biosecurity practices already presented at seminars, trainings and group discussions. In addition, the Indonesian experience with model dairy farms, which appear to have been successful in promoting adoption of good farming practices, also supported using a visual approach. The objectives of the Teaching Farm are as follows:

1. Model good farming and biosecurity practices;
2. Serve as teaching centers for capacity building in good biosecurity and other good farming practices for visiting Sector 3 farms;
3. Strengthen the technical capacity of students graduating with animal husbandry or animal health-related skills or degrees from academic institutions; and
4. Provide a venue for educational institutions to provide continuing education credits.

5.1.2. TEACHING FARM PROGRAM

SAFE has developed collaborative partnerships with private sector poultry companies, contract and independent farms, and educational institutions to develop 12 Teaching Farms (TF) in West Java and Banten provinces. In partnership with four Sector 1 poultry companies, GOPAN independent farms, poultry shops, Bogor Agricultural University (IPB), and the Nurul Huda vocational school in Tasikmalaya, SAFE is converting 12 existing Sector 3 broiler farms into TFs to demonstrate the good

farming and biosecurity practices required to reduce the incidence of AI and other poultry diseases at the farm.

Selection Process

Farms have been selected based on the following criteria:

- Farm owner is committed and engaged, and willing to participate in an M&E process
- Farm manager is willing to:
 - agree to the structural changes and biosecurity and good management practices presented by SAFE
 - accept Sector 3 farmers and other visitors at least once per week
 - greet visitors and spend time demonstrating changes and answering questions
 - keep mortality and production records of each flock and share with SAFE
 - show flock data and records to visitors
 - cost share
 - agree to all aspects of the educational process
 - participate in monitoring and evaluation process
 - be willing to be interviewed and tell his story
- There is a source of good water
- Ability to display options (e.g., several kinds of fencing)
- Contains an appropriate area for a dead chicken disposal pit
- Access to a power sprayer
- Has sufficient area to place the signs at the different stations of the tour, including a bulletin board
- Can safely store equipment for the tour
- Has an area for vehicles outside the yard area
- Located within reasonable travel time (e.g., 1 hour) for visitors (e.g., other farmers in the group)
- Accessible to visitors (i.e., not at the top of a mountain along a bad road)

Physical and Behavioral Requirements at each TF

All TFs will require structural changes to bring them up to TF standards. The cost of some of these changes will be borne by the SAFE partner; others will be supported by SAFE. Examples of these changes include fencing, door locks, and dead bird pits.

Industry Technical Service (TS) staff and educational institution staff will be trained in the biosecurity and good farming practices stemming from the 2011 Consensus Report: Priority Audiences and Behaviors for Reducing the Risk of AI Transmission in Indonesia. They will also be trained in communication, negotiation and planning skills; how to transfer their knowledge to the farm workers; and how to use communication and educational tools provided by SAFE.

Partner staff will serve as a catalyst for change, as a technical resource, and as facilitators to train the farm owner and farm manager in the proper execution of the conditions and behaviors of the TF. SAFE will work closely with partners, serve as technical advisor, conduct frequent monitoring visits, and also ensure the TF is modeling good farming and biosecurity practices.

Teaching and Learning Process

The educational process includes several components: a) scheduled visitors to the TF, b) a tour of the TF with pre-recorded messages and explanations of what they are seeing, and c) take-home material – a booklet and hand-outs summarizing the changes at the farm and the priority practices. This process will be followed by a visitor follow-up program described in the section below.

The Visitor

Each TF will partner with Sector 3 farmers or students to visualize the good farming and biosecurity practices required to reduce the incidence of AI and other poultry diseases at the farm. For example, the TS staff of Sierad will bring other contract farmers in the area to visit the farm; poultry shop TS will bring their farmers to visit their TF, and the vocational school will use their farm as a hands-on component of their students' education. There will be dedicated times for these visits; not more than once per week.

Tour of the TF

The TF will be set up with labeled stations. The visitor will be greeted by the farm owner/manager, who will provide an introduction to the changes at the farm. The visitor will then have access to audio equipment with pre-recorded messages that s/he will use to proceed from station to station in numerical order. Each station will also have a sign that describes the specific practices at that location (e.g., parking, footwear exchange, hand washing). The audio tape will explain the importance and benefits of each of the practices. At the end of the tour there will be displays. These displays will include before and after photos of the farm, prior and current performance data, and testimonials.

Take-home material

Each Sector 3 farmer will receive a booklet summarizing the conditions and practices observed at the TF, a photo album of the farm's bio-security measures, performance record sheet, basic tools (e.g., scissors) for the inspection of dead chickens, and how-to sheets such as instructions for constructing a dead bird pit. Technical service personnel will have received the same information and items during their training. Representatives of educational institutions will receive a video of a teaching farm that practices excellent bio-security and a video that shows a simple post mortem.

Visitor Follow-up Program

The visitor follow-up program will be led by industry staff and SAFE with the purpose of supporting the visiting farmers to replicate the changes they have seen at the TF. Once the visiting Sector 3 farmer has left the TF there will be a variety of activities that will reinforce what he has seen and heard, and activities that will encourage and support him to implement the conditions and practices that he has learned. These activities will include direct communication via phone calls, SMS messages, discussions with industry and SAFE staff, and technical assistance.

Champion Farm Program

Incentives are needed to induce farmers to implement the conditions and behaviors. One of these will be prizes and rewards for being a Champion Farm. A Champion Farm is a farm that mirrors and implements the good farming and biosecurity practices learned at the TF. A competition will decide the best Champion Farms. There will be prizes related to biosecurity, and recognition plaques will be awarded.

Broad Promotion of TF Program

The success of the teaching farms will be captured at the beginning, during, and after the remodeling of the farms to give a broader audience a true historical perspective of the changes that took place. The SAFE team will publicize the teaching farms' changes over time using a series of communication channels to share these improvements with others in the farming community. Sample communication activities may include a series of articles in a poultry magazine about the upgrades, popularizing the biosecurity improvements on radio and local TV, and developing 'before and after' handouts that could be circulated at farming supply depots. This communication approach will magnify the investment made in SAFE's teaching farm program, help to tell the story to those unable to visit the farm themselves, and encourage the development of social norms around proper biosecurity.

5.1.3. PURPOSE OF COMMERCIAL FARM EVALUATION STUDY

SAFE will conduct the evaluation study during Year 2 to measure changes at the farm level attributable to the TF program. The changes that will be evaluated include:

- i. Changes in conditions (structural) that reduce the risk of AI and other poultry disease transmission. Examples include restricting access to farms through locks on gates, fenced areas, and pass over systems in place.
- ii. Changes in good farming and biosecurity practices that reduce the risk of poultry disease transmission. Examples include the use of a footwear exchange system, and appropriate disposal of dead chickens.
- iii. Changes in the incidence of poultry mortality throughout production cycles.

These studies will be linked to the measurement of the outcome and output indicators in SAFE's Performance Monitoring Plan, specifically Outcome 1 "decrease in total poultry mortality at program Sector 3 commercial farms in high-risk areas" and Output 1.2 "Increased knowledge and understanding of biosecurity and good farming conditions among farmers and students."

5.1.4. METHODOLOGY

SAFE will use a mixed-method approach to gather both qualitative and quantitative data to look at long-term outcomes and impact. The evaluation will collect data to measure: a) the effectiveness of the learning process and follow-up program, b) improvements in farm biosecurity infrastructure, c) improvements in good farming and biosecurity practices, and d) reductions in poultry mortality. The evaluation will be summative in nature. It will look at the outcomes and impact of the TF program. SAFE will also use a participant-oriented model to ensure that the farmer and TS staff are part of the evaluation as well as a case study based on one of the farm's experiences. Evaluation will also be grouped by farm characteristics. These characteristics will include location, size, whether contract or independent, partner classification, poultry mortality trends, the level of intervention by industry and SAFE staff, and other determinants to be further defined. SAFE will also identify a control group of Sector 3 farms that do not receive program services or interventions but are similar to those receiving the service or intervention. Baseline information will be collected before the program is initiated.

Questionnaires and Data Collection Sheets

A package of questionnaire/data collection sheets is provided in sections 4.1.5 through 4.1.9 below. The first instrument is the Farm Assessment Questionnaire, which is used to collect baseline data

before program implementation. This questionnaire focuses on existing conditions and practices, and the requirements to become a Teaching Farm.

The second instrument is the Good Farming and Biosecurity Practices Checklist. This instrument will capture the changes after program implementation. Based on the 2011 Consensus Report: Priority Audiences and Behaviors for Reducing the Risk of AI Transmission in Indonesia, it outlines SAFE's target conditions and behaviors for Sector 3 farms. The scoring consists of a zero score (0) for "No" condition, half the maximum score for "sometimes" behavior, and a maximum score for "Yes, always" behavior. The total score for conditions as well as behaviors is 100.

The last document will summarize poultry mortality trends across cycles after program implementation. The mortality rate is the difference between the percentages of DOCs that arrive at the farm, compared with the number of chickens that are harvested. Mortality can be caused by many factors, including accidents and natural causes. SAFE will focus on deaths caused by poultry disease.

Focus Group Discussions/In-Depth Interview

In addition to these instruments, a participant-oriented approach will be used to evaluate progress and provide additional understanding of quantitative data and findings. Focus Group Discussions (FGDs) and in-depth interviews will engage key stakeholders, i.e., Sector 1 and 2 representatives, TS staff and farm owners, and professors from academic institutions. Seven to ten persons will participate in each FGD, which will be facilitated by SAFE staff or an independent institution. Early on in the program and during the evaluation, FGDs will be used to: a) evaluate the effectiveness of the learning process and follow-up program, b) identify barriers and incentives to change, c) clarify initial findings and the audience's perspective behind the "why" or "why not" for behavior change, and d) capture the gap between concepts and their application.

Samples

The evaluation study will include 12 TFs, 20 Sector 3 program farms and 10 Sector 3 control farms from West Java and Banten provinces. The twenty program farms will be selected from visitors to the TFs. This group will be chosen together with SAFE industry stakeholders. Poultry mortality rates in this group of farms will vary but these farms will most likely not be the worst performers.

Time Frame

Baseline data for the 12 TFs and the 20 high mortality farms will be collected by the end of Year 1. Baseline data for the 69 farms will be collected during Quarter 1 of Year 2. Data will be collected and analyzed throughout the life of the project. Due to budget cut and reduced period of performance, the final evaluation will be conducted with only 12 TFs, 20 high mortality farms and 10 control farms. Below is the timeline.

No	Activity	2011	2012				2013	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1
1	Baseline survey							
2	FGD							
3	Baseline report							
4	Final Evaluation survey							

5.1.5. TEACHING FARM ASSESSMENT FORM

yes no

ENTRANCE

-
- 1 Parking area outside the farm (outside the gate)
 - 2 Passover area or pass-through area
 - 3 Storage place for the footwear of visitors and employees
 - Bench with cover and place for guest book, container for water, soap and brush for visitors to wash
 - 4 their boots and hands before entering or leaving the farm and to put on and take off footwear
 - 5 Fence - appropriate to slow the entrance of dogs, cats, people, chickens, and other animals
 - 6 Different kinds of fences
 - 7 Operating gates with good locks

AT THE CHICKEN HOUSE AREA

-
- 8 Table or similar to do observation of the symptoms of death of the chickens and do record keeping
 - 9 Hand washing facility(ies)
 - 10 Drainage ditch needs to be dry

AT THE DOORWAY OF THE CHICKEN HOUSES

-
- 11 Each door of each chicken house has a functioning lock
 - 12 A container for the used plastic grocery bag (similar) at the doorway of each chicken house
 - 13 Shoe exchange system at the doorway of each chicken house

DEAD CHICKENS

-
- 14 A cooking area and pot to cook dead chickens
 - 15 Dead chicken pit

BAGS OF LITTER (E.G. RICE HULLS)

-
- 16 Palates for bags of rice hulls

FEED STORAGE AREA

-
- 17 Palates for feed

WHERE THE WORKER LIVES

-
- 18 Workers have a living area at the farm

GENERAL

-
- 19 Source of drinking water for the chickens that is acceptable to the farmer
 - 20 Bait station and traps for mice and rats

5.1.6. FARM PROFILE

The avian influenza virus can be transmitted through contact with poultry, and their droppings, feathers, intestines and blood. It is very important to minimize contact with poultry and wild chickens. Most outbreaks of avian influenza can be linked to movements of poultry and poultry manure by contaminated equipment or vehicles. The virus may also be spread by contaminated clothing or footwear.

This checklist is designed to help farms identify risk areas related to conditions and behavior for the introduction and/or spread of AI or any kind of influenza viruses on the farm.

Control of Respondent Criteria:

Status	1. Contract 2. Non-Contract 3. Partnership	1. Teaching Farm 2. Farms with a history of high mortality 3. Other
Poultry Size	1. Under 1,000 2. 1,001 – 2,000	3. 2,001 – 3,000 4. Over 3,000

GENERAL INFORMATION:

01. Name:

02. Business/Farm Address:

Sub-District:

District:

Province:

03. Age: ____ years old.

Gender: ☐ Male ☐ Female

04. Land status: ☐ Own property ☐ Rent ☐ Other

05. Area of land: ____ m² Year started farm: ____

06. Number of employees: ____

07. Any other animals surrounding farm? ☐ Yes ☐ No

08. If yes, please specify:

5.1.7. GOOD FARMING AND BIOSECURITY CONDITIONS CHECKLIST

Descriptions of Condition	No	Yes	Score
ENTRANCE:			
1. Parking area outside the farm	<input type="checkbox"/>	<input type="checkbox"/>	5
2. All gates have locks	<input type="checkbox"/>	<input type="checkbox"/>	10
3. Pass-over area and/or pass-through area	<input type="checkbox"/>	<input type="checkbox"/>	20
4. Entrance area:			
a. Footwear for visitors	<input type="checkbox"/>	<input type="checkbox"/>	7
b. Boots or other footwear for the regular employees of the farm at the gate or entrance of the farm	<input type="checkbox"/>	<input type="checkbox"/>	7
5. Equipment for hand washing and soap	<input type="checkbox"/>	<input type="checkbox"/>	5
AT THE DOORWAY OF THE CHICKEN HOUSES:			
6. Shoe exchange system at the doorway of each chicken house or properly set up footwear dip system			
a. Sandals or other footwear in the chicken house near the step-over barrier	<input type="checkbox"/>	<input type="checkbox"/>	8
b. Small fenced area for the footwear in the chicken house	<input type="checkbox"/>	<input type="checkbox"/>	8
DEAD BIRDS:			
7. An acceptable disposal method (e.g., bury, compost or boil) for dead chickens	<input type="checkbox"/>	<input type="checkbox"/>	10
8. A record sheet is available to record the mortality	<input type="checkbox"/>	<input type="checkbox"/>	5
GENERAL:			
9. All parts of the building and equipment are free of old organic material	<input type="checkbox"/>	<input type="checkbox"/>	5
10. Good drinking water	<input type="checkbox"/>	<input type="checkbox"/>	10
TOTAL			

5.1.8. GOOD FARMING AND BIOSECURITY BEHAVIOR CHECKLIST**ENTRANCE:**

1. Did vehicles park outside the farmyard (outside the gate)?	a. Yes, always (10) b. Sometimes (5) c. Never (0)
2. Was the gate always locked? (except for 100% haul-out trucks and manure removal trucks).	a. Yes, always (15) b. Sometimes (7.5) c. Never (0)
3. Was the pass-over area and/or pass-through system used?	a. Yes, always (10) b. Sometimes (5) c. Never (0)
4. Did employees and visitors exchange footwear at the gate area?	a. Yes, always (10) b. Sometimes (5) c. Never (0)
5. Did employees and visitors wash their hands at the gate area?	a. Yes, always (5) b. Sometimes (2.5) c. Never (0)
AT THE DOORWAY OF THE CHICKEN HOUSES:	
6. Did employees use the footwear exchange system or the footwear dip system?	a. Yes, always (20) b. Sometimes (10) c. Never (0)
DEAD BIRDS:	
7. Did employees dispose of the dead chickens properly?	a. Yes, always (10) b. Sometimes (5) c. Never (0)
8. If there was sudden high mortality, did they report it?	a. Yes, always (5) b. Sometimes (2.5) c. Never (0)
9. If there were any dead or sick chickens, were they dealt with and not sold?	a. Yes, always (5) b. Sometimes (2.5) c. Never (0)
GENERAL:	
10. Were the houses and equipment cleaned and disinfected?	a. Yes, always (10) b. Sometimes (5) c. Never (0)

5.1.9. MORTALITY DATA COLLECTION SHEET

	Cycle: Before Program				Cycle: During Program Implementation					
	1	2	3		4	5	6	7	8	9
01. Date of arrival at th farm of the chicks				Program Begins						
02. Number of chicks that arrive at the farm										
03. Number of mortality (total per cycle)										
04. Mortality in % (total per cycle)										
05. Number of mortality caused by disease										
06. Number of chickens harvested										

5.2. LIVE BIRD MARKET EVALUATION STUDY

5.2.1. BACKGROUND

SAFE will reduce the risk of AI and other influenzas in animals and humans by changing the way people understand, behave toward, and respond to transmission risks. SAFE has four objectives. This study focuses on Objective #2: To Promote Behaviors that Lower the Risk of AI Transmission among Poultry and Increase Knowledge of Signs, Symptoms and Risk Factors for AI-related Illnesses.

Under this objective, the Healthy Market and Community Initiative Program will implement activities to improve the biosecurity-related conditions and key behavior practices at live bird markets (LBMs) in 10 districts in West Java and Banten provinces so as to reduce the risk of transmitting AI and other poultry diseases. The program is a component of SAFE's overall behavior change communication interventions and is based on recommendations contained in the "2011 Consensus Report on Priority Audiences and Behaviors for Reducing the Risk of AI Transmission in Indonesia."

5.2.2. PURPOSE OF EVALUATION STUDY

The purpose of the LBM Study is to measure changes in the program-assisted LBMs as a result of the Healthy Market and Community Initiative Program. The changes that will be evaluated include:

- i. Changes in conditions that reduce the risk of AI and other poultry disease transmission. Examples include creation of a zoning area, and access to waste bins and waste management.
- ii. Changes in biosecurity practices that reduce the risk of poultry disease transmission. Examples include disposal of poultry waste, cleaning of vendor stall areas, and appropriate apron usage
- iii. Changes in the presence of H5N1 AI at the vendor stall area.

The study findings will support measurement of the outcome and output indicators in SAFE's Performance Monitoring Plan, specifically Outcome 2 "improved risk reduction practices within LBMs" and Output 2.3 "improved physical facilities for poultry vendors in LBMs."

5.2.3. METHODOLOGY

SAFE will conduct a longitudinal study to track changes in biosecurity conditions and practices at the same markets over a two-year period. SAFE will conduct three cycles of swab data collection during the entire program. In addition, market surveillance and environmental sampling will be conducted to measure changes in AI prevalence. PCR testing will be used to monitor these changes using the same five-swab protocol being used in the FAO Jabodetabek program. Sample collectors will be trained by FAO to ensure appropriate preparations and sample collection, storage and transportation protocols are followed. Diagnostic laboratories will be chosen in consultation with USAID, CMU and FAO. Samples will be collected from all program demonstration LBMs as well as a control group chosen in the same geographic area.

Samples

Information, data and sampling will be collected from 20 demonstration live bird markets (LBMs) where SAFE program interventions are taking place, while 10 non-intervention LBMs will serve as control sites in 10 districts in West Java and Banten provinces.

Time Frame

Baseline data for the 20 demonstration LBMs will be collected by the end of Year 1. Monitoring and environmental sampling will be conducted on a quarterly basis throughout the life of the project. Final evaluation will be conducted during the final quarter in Year 2. Please see the chart below.

No	Activity	2011	2012				2013	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1
1.	Baseline Study (Condition, Behavior & Swab test)							
2.	Mid-Term Study (Swab Test)							
3.	Evaluation Study (Condition, Behavior & Swab test)							

Data Collection and Analysis

Three data collection forms have been developed for this evaluation. The first form is the Live Bird Market Assessment Form. This assessment tool will identify the existing conditions and behaviors at each LBM. The second and third forms are the Conditions and Behaviors Checklists. These sheets will be used to monitor and evaluate the progress and changes at each LBM. One-on-one discussions with live bird market vendors and managers will also inform the progress of activities and behavior changes.

For the LBM surveillance, real-time PCR will be used. A five-swab protocol will be used. The following areas will be sampled:

- Tables where chickens are displayed (or meat containers)
- Baskets holding cut-chicken (inside part that is moist)
- Waste bins (containing 'wet' poultry waste)
- Processing table (after defeathering)
- Wet cloths (rags, "kain lap").

SAFE will contract a private sector company or university to conduct the sampling and PCR test and analysis. The contractor will provide sample collectors. These individuals will be trained by FAO to ensure correct protocols and techniques are followed. The LBM samplers will coordinate and work closely with Dinas staff and LBM managers to conduct the sample collection on a quarterly basis. The contractor will also supply all equipment and supplies such as PPE, virus transport medium, disinfectant tissues, cold box with ice, re-sealable bags for VTM, plastic bags for garbage, cotton swabs, sticky labels, and submission forms. SAFE will monitor the sample collection activity as needed and will coordinate with FAO and national and district governments. The schedule for sample collection will be coordinated with the local government and LBM managers.

5.2.4. LIVE BIRD MARKET ASSESSMENT FORM

Date of Data Collection:			
Name of Market:		Address:	
Operating days in a week: <input type="checkbox"/> 1 day a week <input type="checkbox"/> 2-4 days a week <input type="checkbox"/> 5 days a week – daily		Operating hours in a day: <input type="checkbox"/> Less than 3 hours <input type="checkbox"/> 3-6 hours <input type="checkbox"/> 7-12 hours <input type="checkbox"/> More than 12 hours	
Scale of market: <input type="checkbox"/> Village <input type="checkbox"/> Sub-district <input type="checkbox"/> District			
Category of market <input type="checkbox"/> Rural <input type="checkbox"/> Urban			
Number of live birds for sale in the market per day <input type="checkbox"/> Less than 50 <input type="checkbox"/> 51-200 <input type="checkbox"/> 201-500 <input type="checkbox"/> More than 500		Number of carcass vendors: a. Male: _____ b. Female: _____	Number of Live Bird Vendors: a. Male: _____ b. Female: _____
Number of birds slaughtered per day <input type="checkbox"/> Less than 50 <input type="checkbox"/> 51-200 <input type="checkbox"/> 201-500 <input type="checkbox"/> More than 500			

BASELINE CONDITIONS

1	Zoning in the LBM area	<input type="checkbox"/> No Zoning <input type="checkbox"/> Semi Zoning	<input type="checkbox"/> Full Zoning
2	Carcass stall for vendors	<input type="checkbox"/> Non-Existent <input type="checkbox"/> Non-Permanent	<input type="checkbox"/> Semi-Permanent <input type="checkbox"/> Permanent
3	Live bird stall for vendors	<input type="checkbox"/> Non-Existent <input type="checkbox"/> Non-Permanent	<input type="checkbox"/> Semi-Permanent <input type="checkbox"/> Permanent
4	Is there a poultry loading area in the market?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
5	Is there separation of live birds and carcass?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
6	Condition of hygiene, water and sanitation facilities at the vendor stall		
	i. Drainage available	<input type="checkbox"/> No	<input type="checkbox"/> Yes

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	ii. Water tap for vendors	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	iii. Waste bin available	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	iv. Waste management	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	v. Toilet available	<input type="checkbox"/> No	<input type="checkbox"/> Yes
7	Biosecurity-related regulation (management) available to the market and vendors	<input type="checkbox"/> No	<input type="checkbox"/> Yes

5.2.5. CONDITIONS CHECKLIST

1	Hygiene, water and sanitation facilities at the vendor stall		
	i. Drainage available	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	ii. Water tap for the vendors	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	iii. Waste bin available	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	iv. Waste management	<input type="checkbox"/> No	<input type="checkbox"/> Yes
	v. Toilet available	<input type="checkbox"/> No	<input type="checkbox"/> Yes
2	Are biosecurity-related regulations (management) available to the market and vendors	<input type="checkbox"/> No	<input type="checkbox"/> Yes
3	Did market manager provide appropriate facilities for disposal of solid and liquid poultry waste?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
4.	Did market manager segregate live poultry vendors from the rest of the market and provide a separate unloading area?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
5	Did market manager provide soap and clean washing facilities?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
6	Did market manager separate the live bird slaughtering area from the selling area?	<input type="checkbox"/> No	<input type="checkbox"/> Yes

5.2.6. BEHAVIORS CHECKLIST**LIVE BIRD MARKET VENDORS:**

1	Did vendors collect and dispose of poultry waste in designated bins provided?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
2	Did vendors clean cages, surfaces, utensils, equipment, etc., with detergent daily?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
3a	Did vendors wash hands with soap before eating and after touching poultry?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
3b	Did vendors use the footwear and an apron in the market?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
3c	Did vendors wash their body and hair with soap at the end of the working day?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
3d	Did vendors wash their clothes and footwear with detergent at the end of the working day?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
4	Did vendors slaughter the poultry before the customer left the market?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
5	Did vendors accept and sell only healthy poultry?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always
6	Did vendors separate the slaughtering of live birds from the sales area?	<input type="checkbox"/> No <input type="checkbox"/> Sometimes	<input type="checkbox"/> Yes, always

MARKET MANAGERS:

1	Did market manager instruct vendors not to sell unhealthy chickens or return them to the originating farm or collector yard?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
2	Did market manager arrange a time for disinfecting stalls? (e.g., a 12-hour period every week).	<input type="checkbox"/> No	<input type="checkbox"/> Yes
3	Did market manager enforce the regulation to ensure compliance?	<input type="checkbox"/> No	<input type="checkbox"/> Yes

CUSTOMERS AND CONSUMERS OF POULTRY MEAT AND EGGS:

1.	Did consumers have poultry slaughtered before leaving the market?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
2.	Did consumers only buy poultry meat and carcasses from clean and registered stalls?	<input type="checkbox"/> No	<input type="checkbox"/> Yes
3.	Did consumers only buy freshly slaughtered poultry?	<input type="checkbox"/> No	<input type="checkbox"/> Yes